



FORM ADV 2A BROCHURE

KG ADVISORS, INC.  
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AUSTIN, TX 78730  
[www.kgadvisors.com](http://www.kgadvisors.com)

March 31, 2021

This brochure provides information about the qualifications and business practices of KG Advisors, Inc. (CRD# 109201). If you have any questions about the contents of this brochure, please contact us at 800.542.4916. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority. Additional information is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

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## **ITEM 2 - MATERIAL CHANGES**

There have been no material changes since the last annual update to this brochure on March 31, 2021.

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We will ensure that you receive a summary of any material changes to this and subsequent brochures within 120 days of the close of our business' fiscal year.

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## **ITEM 4 - ADVISORY BUSINESS**

### **Ownership**

KG Advisors, Inc., hereinafter referred to as KG, is a financial advisory firm. KG provides in investment advisory services, tax-efficient investing, retirement planning, protection planning, business planning, and estate planning. KG is wholly owned by KG Advisors IV, LP, which is majority owned by KG, Inc. Eric Kendrick, CFP is KG, Inc.'s sole owner.

### **Services**

#### *Investment Management*

KG focuses on serving the needs of affluent investors by optimizing the tax-efficiency of their taxable investments as one component of a comprehensive investment and estate plan strategy aimed at fulfilling lifetime financial and philanthropic goals.

We provide regular supervision of the investment activities in the accounts that we manage. We meet with clients on a periodic basis upon the request of the client, pursuant to a schedule, or because of a market event.

KG occasionally furnishes advice to clients on matters not involving securities.

KG also provides sub-advisory services to other related and commonly controlled entities, Kendrick Group, Inc. (CRD #114602), KG Advisors, LP (CRD #118271) and KG Advisors II, LP (CRD #119595). When these entities pay us for these services, clients at these entities do not pay additional fees.

#### *Financial Planning Services*

Financial planning services are offered on a comprehensive or a limited focus basis. Financial plans may encompass the following areas of financial concern to the client: Retirement Planning; Education Planning; Risk Management; Investments; Estate Planning.

A written financial plan may be prepared and provided, although in many cases there is no written comprehensive document. The implementation of financial planning recommendations is entirely at client's discretion. Financial plans are not limited in any way to products or services provided by any company and implementation may be done with any appropriately licensed firm or individual.

#### *Tax and Administrative Services*

At the request of our clients, KG may assist with any number of matters not involving securities. These may include but are not limited to tax return preparation, administrative services, records management, research, charitable donation planning, etc. KG may receive compensation for performing or referring clients for these services. Fees for these services may be charged separately.

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### **Tailored Services**

Appropriate information will be obtained through personal interviews including a discussion of client's current financial status, future goals and attitude towards risk and the review of related documents and data provided by client.

In performing its services, KG shall rely on the information provided by clients for making, reviewing, evaluating or revising KG recommendations and/or services. Clients are responsible for advising KG if there is a change in the financial situation or investing objectives.

### **Assets under Management**

As of February 19, 2021, the firm has \$103,528,511 in discretionary regulatory assets under management.

## **ITEM 5 - FEES AND COMPENSATION**

### **Compensation**

KG charges fees for investment management and financial planning. The fees may be negotiated.

#### *Investment Management*

Our base fee schedule is as follows:

<i>Assets Under Management</i>	<i>Quarterly Fee</i>	<i>Equivalent Annual Fee</i>
First \$1 million of Assets	0.25%	1.0%
Next \$1 million of Assets	0.1875%	0.75%
Assets over \$2 million	0.125%	0.5%

Some clients may pay more or less in investment advisory fees than others depending on certain factors, including but not limited to the number, type and size of the accounts(s); the historical or anticipated transaction activity; the range of additional services provided to the account; the amount of client relationship assets under management; and the managed account program in which the client participates. Other variables such as frequency of meetings and special requests will be taken into consideration in determining a client's fee.

Investment management fees could range from a minimum of  $\frac{1}{4}$  of 1% to 1.75% annually, depending on the factors described above. For example, smaller accounts will generally be charged a higher percentage asset-based fee as well as accounts with a more active trading strategy or holdings requiring more monitoring and research. Fixed income portfolios will generally be charged a lower percentage asset-based fee than an equity-based portfolio. Before services begin, each client will receive a fee quote and will be given the opportunity to agree to the fee before any charges are incurred.

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At inception, fees are billed from the date the account is opened through the end of the calendar quarter in advance. Thereafter, fees are billed in advance for the next calendar quarter. With a client's written authorization, fees are deducted from the client's account. Clients will be provided a fee invoice outlining the calculation of KG's advisory fee. Clients should verify the fee calculation and compare the invoice with the amount of the fee deducted from their account(s) as reflected on the statement provided by the account custodian.

For investment management clients who maintain accounts with a custodian other than our primary custodian, we use ByAllAccounts and will bill on the asset value of the managed account. Thus, clients may be billed on the combined asset value for all of their accounts, Schwab and Non-Schwab.

#### *Financial Planning*

Fixed fees refer to the preparation of financial plans, with a minimum fee of \$500 and may range up to \$3,000 or above calculated on an hourly fee basis (generally, \$300/hour) which is paid after the consultations. Again, clients with complex situations involving multiple accounts or entities, multiple goals, various areas for review, research required, and number of meetings will generally be charged more, as these plans will take more time to prepare, than those with less complex financial situations to be evaluated. Clients will be provided with a fee quote prior to KG beginning any services. The fee quoted to the client will be calculated based on KG's hourly rate and taking into consideration the factors described above.

#### *Tax & Administration Services*

Fees for tax return preparation and family office administration services may be charged separately and will generally be billed at an hourly rate of \$150 and may be negotiated based on the complexity of the task.

#### **Third-Party Expenses**

Clients will also incur certain charges imposed by third parties (custodians, broker-dealers, platforms, and others) regarding investments made or recommended. These commissions, fees and charges may include but are not limited to the following: brokerage commissions; transaction, exchange, trade away and clearing fees; account, wire, and electronic fund transfer fees; margin interest; custodial fees; administration and termination fees; and other costs and expenses. Additionally, if a sub-adviser is used for your account, you will pay the sub-advisor its sub-advisory fees. We do not receive any portion of these commissions, fees, and charges.

We may also invest in mutual funds and exchange traded funds. Retail investors bear the costs and expenses charged by these fund(s) to their shareholders, such as management and administrative fees, in addition to our advisory fees. These costs and expenses are set forth in the prospectuses for these investment funds. These investment funds will be included in calculating the value of the account(s) for purposes of computing our asset-based fee.

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## **Termination**

### *Investment Management*

If the appropriate disclosure statement was not delivered to the client at least 48 hours prior to the client entering any written advisory contract with us, then the client has the right to terminate the contract without penalty within five business days after entering the contract. For the purposes of this provision, a contract is considered entered when all parties to the contract have signed the contract, any other provisions of this contract notwithstanding.

If a client cancels the contract, any pre-paid fees will be refunded on a prorated basis. Client may cancel at any time.

### *Financial Planning*

Our financial planning services may be billed in advance, and/or in arrears, and will be negotiated with client. Any unearned prepaid fees will be returned to client.

## **Other Compensation**

Neither KG nor its employees receive commission compensation for the sale of securities.

## **ITEM 6 - PERFORMANCE-BASED FEES SIDE-BY-SIDE MANAGEMENT**

KG does not charge performance-based fees. Performance-based fees are fees based on a share of capital gains or capital appreciation of the assets of a client.

## **ITEM 7 - TYPES OF CLIENTS**

KG generally provides investment advice to individuals and high net worth individuals and the entities they may have.

### *Investment Management*

There are no minimum account requirements for a client to participate in the advisory services offered by KG. However, the independent money managers that may be selected generally do have account minimums. Please see their disclosure document.

### *Financial Planning*

We do have a minimum fee for our financial planning services of \$500.

## **ITEM 8 - METHODS OF ANALYSIS, INVESTMENT STRATEGIES & RISK OF LOSS**

### **Analysis and Strategies**

KG collects financial and demographic information from the client and assists the client in identifying financial objectives and specific investment programs that may be most



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beneficial and appropriate given the client's unique circumstances and financial condition.

KG presents to the client recommendations which in its professional judgement will best serve their needs. These recommendations may include the purchase/sale of mutual funds, equity securities, warrants, corporate debt securities, commercial paper, certificates of deposit, municipal securities, U.S. government securities, options contract on securities, partnerships investing in real estate, oil and gas, and/or other assets.

KG may partner with third parties for independent research and analysis of capital markets activity and events, asset allocation and style allocation advisories, and manager selection recommendations.

KG utilizes several different methods of analysis including charting, fundamental, technical, and cyclical. Tools to help KG assess performance and evaluate risk include financial newspapers, magazines, research materials prepared by others, corporate rating services, annual reports, prospectuses, filings with the SEC, and company press releases.

There are a host of investment strategies used to implement any investment advice given to clients. KG may recommend long-term purchases, short term purchases, short sales, margin transactions, or option writing depending on the needs of the client.

### **Risk of Loss**

General: Investing in securities involves risks of loss that clients should be prepared to bear. Both equity and fixed income investments may lose value due to market fluctuations, interest rate pressures, corporate changes, political changes, or other outside factors. High concentrations in individual equities carry additional risk associated with the performance of a single company's stock. The performance of any investment is not guaranteed.

Equity Investments: Equity investments carry a relatively high degree of risk, including market, liquidity, counterparty credit, legal and operational risk, as well as risks owing to the business and financial uncertainties facing individual issuers. Changes in economic conditions, including interest rates, trends, tax laws and innumerable other factors can affect substantially and adversely the prospects of any issuer.

Fixed Income Investments: Investment in fixed income securities (including preferred securities) may offer opportunities for income and capital appreciation, and also may be used for temporary defensive purposes and to maintain liquidity. Fixed income securities are obligations of the issuer to make payments of principal and/or interest on future dates, and include, among other securities: bonds, notes, and debentures issued by corporations; debt securities issued or guaranteed by the U.S. government or one of its agencies or instrumentalities or by a foreign government; and municipalities.

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These securities may pay fixed, variable, or floating rates of interest, and may include zero coupon obligations. Fixed income securities are subject to the risk of the issuer's or a guarantor's inability to meet principal and interest payments on its obligations (*i.e.*, credit risk) and are subject to price volatility due to such factors as interest rate sensitivity, market perception of the creditworthiness of the issuer, and general market liquidity (*i.e.*, market risk).

Mutual Funds: Mutual funds and exchange traded funds/trusts are managed independently of a client's account and incur additional fees and/or expenses which would, therefore, be borne indirectly by the client's account in connection with any such investment. These investments are subject to the same risks as the underlying investments.

Short Selling: Short selling involves selling securities which may or may not be owned and borrowing the same securities for delivery to the purchaser, with an obligation to replace the borrowed securities at a later date. Short selling allows an investor to profit from declines in securities. A short sale creates the risk of a theoretically unlimited loss, in that the price of the underlying security could theoretically increase without limit, thus increasing the cost of buying those securities to cover the short position. There can be no assurance that the security necessary to cover a short position will be available for purchase. Purchasing securities to close out a short position can itself cause the price of the securities to rise further, thereby exacerbating the loss. In addition, regulation modifying, preventing and/or limiting short sales may adversely affect the ability of certain Alternative Investment funds to meet their investment objectives.

Margin Transactions: Trading securities on margin results in interest charges and, depending on the amount of trading, these charges could be substantial. Interest rate levels at which we borrow can affect results. Further, fluctuations in the value of the collateral may cause a margin call requiring additional money or securities to meet the maintenance requirements.

Options: We may purchase exchange-listed and over-the-counter put and call options on specific investments. In addition, we may write (or sell) covered or uncovered call and put option contracts. A call option gives the purchaser of the option the right to buy, and obligates the writer to sell, the underlying investment at a stated exercise price at any time prior to the expiration of the option. Similarly, a put option gives the purchaser of the option the right to sell, and obligates the writer to buy, the underlying investment at a stated exercise price at any time prior to the expiration of the option. Options written may be wholly or partially covered (meaning that the writer holds an offsetting position) or uncovered. Options on specific investments may be used to seek enhanced profits with respect to a particular investment. Alternatively, they may be used for various defensive or hedging purposes. For example, they may be used to protect against a future adverse change in the market price of particular portfolio investments held without requiring a sale of these investments.

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The use of put and call options may result in losses, force the sale or purchase of investments at inopportune times or for prices higher than (in the case of put options) or lower than (in the case of call options) current market values, limit the amount of appreciation realizable on an investment, or cause the holder thereof to hold an investment it might otherwise sell.

In accordance with the client's wishes, KG implements the suggested financial strategies. At least once a year, KG requests client's financial situation be updated to reflect any significant changes in either lifestyle or investment goals.

#### **ITEM 9 - DISCIPLINARY INFORMATION**

Neither KG Advisors nor its management personnel have been subject to any legal or disciplinary events material to a client's evaluation of our services.

#### **ITEM 10 - OTHER FINANCIAL INDUSTRY ACTIVITIES AND AFFILIATIONS**

##### **Affiliated Investment Advisory Firms**

KG is affiliated with three other investment advisers: KG Advisors, LP (IARD #118271), KG Advisors II, LP (IARD #119595), and Kendrick Group, Inc (IARD #114602). Eric Kendrick has a controlling share of ownership in each of these firms and attempts to divide his time appropriately. Our affiliates may slightly differ in governance or compensation, thus, there is a potential for a conflict of interest. KG attempts to mitigate this conflict by striving to treat our clients similarly, providing you with these disclosures, and by maintaining a Code of Ethics.

##### **Accounting Firms**

Suzie Blair, CPA, is member of our staff, is a certified public accountant. She offers accounting services, in her individual capacity. Most of her time is spent working with KG and its affiliated investment advisers. Her accounting activities pose a conflict of interest. The firm mitigates this conflict by providing you with these disclosures and maintaining a Code of Ethics.

#### **ITEM 11 - CODE OF ETHICS, PARTICIPATION OR INTEREST IN CLIENT TRANSACTIONS AND PERSONAL TRADING**

##### **Code of Ethics**

KG's Code of Ethics ("Code") has been designed to comply with the requirements of Rule 204A-1 of the Investment Advisers Act of 1940. Among other things, the Code (i) requires that all employees comply with applicable federal and state securities laws, (ii) requires that access persons submit to KG reports containing their personal securities holdings and transactions in reportable securities, and that KG review such reports, (iii) requires access persons to obtain pre-approval of certain personal investments; and (iv) contains policies and procedures designed to prevent the misuse of material, non-public

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information. All personnel of KG are required to certify their compliance with the Code of Ethics.

KG will provide a copy of its Code of Ethics to a client or prospective client upon request.

#### **Material Financial Interest**

KG does not have a material financial interest in the securities that it recommends, buys, or sells its clients.

#### **Concurrent, Same Securities Transactions**

Access persons are permitted to invest in their personal trading accounts, subject to certain restrictions, and may in certain circumstances invest in the same or related securities as the clients of KG, including in some instances doing so at or about the same time as a KG client transaction is entered.

KG manages the conflicts of interest inherent in employee personal trading by enforcement of its Code of Ethics, which contains pre-clearance and reporting guidelines. Specifically, KG's Code requires access persons to obtain prior written approval from the Chief Compliance Officer before engaging in certain transactions in their personal accounts. The Chief Compliance Officer may only approve the transaction if he concludes that the transaction would comply with the provisions of the Code and is not likely to have any adverse economic impact on clients.

The Chief Compliance Officer reviews each access person's personal transaction reports to make sure each access person is conducting his or her personal securities transactions in a manner that is consistent with the Code.

### **ITEM 12 - BROKERAGE PRACTICES**

#### **Selecting and Recommending Broker-Dealers**

The KG recommends clients establish brokerage accounts with certain FINRA-registered broker-dealers/custodians. These custodians make services available to KG on an unsolicited basis, at no charge. These services include the execution of securities transactions, custody, research, and access to mutual funds and other investments. Many of these products and services are used to service KG accounts, including software and other technology that (i) provide access to client account data (such as trade confirmations and account statements); (ii) facilitate trade execution and allocate aggregated trade orders for multiple client accounts; (iii) provide research, pricing and other market data; (iv) facilitate payment of KG fees from its clients' accounts; and (v) assist with back-office functions, recordkeeping and client reporting.

Other services maybe intended to help KG manage and further develop its business enterprise. These services may include: (i) compliance, legal and business consulting; (ii) publications and conferences on practice management and business succession; and (iii) access to employee benefits providers, human capital consultants and insurance

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providers. Broker dealer/custodians may make available, arrange and/or pay third-party vendors for the types of services rendered to KG, or may discount or waive fees it would otherwise charge for some of these services or pay all or a part of the fees of a third-party providing these services to KG.

In evaluating whether to recommend clients custody their assets at a custodian/broker dealer, KG will consider the availability of the foregoing products and services and other arrangements as part of the total mix of factors it considers and not solely the nature, cost or quality of custody and brokerage services provided by custodian/broker dealer, which creates a conflict of interest.

KG does not have any formal soft dollar relationships.

### **Trade Aggregation**

KG in its sole discretion may elect to combine or “bunch” (also known as a block trade) an order entered for clients with orders entered for the same security for other clients of KG. Block trading for the purchase or sale of securities for various client accounts will be used where doing so may result in more equitable, timely and/or efficient execution of the transactions. Each account participating in the block will receive the average price if multiple executions are required to complete the order.

## **ITEM 13 - REVIEW OF ACCOUNTS**

### **Account Review**

#### *Investment Management*

We provide regular supervision of the investment activities in the accounts that we manage. Accounts will be reviewed internally on a regular basis by our President, Eric W. Kendrick, CFP.

We meet with clients on a periodic basis - upon the request of the client, pursuant to a schedule, or because of a market event. Client accounts are reviewed during these meetings. This service incorporates quarterly tracking of client portfolios and asset class performance and their relationship to current market conditions.

#### *Financial Planning*

Financial planning clients set the frequency of their reviews based upon necessity, hourly billing, and analysis or consulting required.

### **Reporting**

Investment management clients receive brokerage statements and transaction reports from their individual custodians on at least a quarterly basis. Financial planning clients receive reviews and analysis, as requested. All clients are encouraged to have an annual meeting and quarterly reviews, at a minimum. Telephone conversations and consultations occur at a client's request.

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#### **ITEM 14 - CLIENT REFERRAL AND OTHER COMPENSATION**

KG occasionally offers clients referrals for professional services that it does not provide such as legal services, banking services, etc. The firm does not receive any financial incentive for providing these referrals.

Other professionals or clients occasionally refer prospective clients to KG. We do not pay for these referrals.

#### **ITEM 15 - CUSTODY**

KG is deemed to have custody of client assets when we deduct our fee from your account. When we have custody for this reason, the firm is required to maintain client assets with qualified custodians and these custodians must directly send each client quarterly account statements. Clients should carefully review the statements received from the custodian.

Clients will be provided a fee invoice that includes the formula used to calculate the fee, the fee calculation, amount of assets under management that the fee is based upon, the time period covered by the fee, and name of the custodian. Clients should verify the fee calculation and compare the invoice with the amount of the fee deducted from their account(s) as reflected on the statement provided by the account custodian.

KG may be hired to manage accounts with custodians other than our primary custodian. In these circumstances, KG will utilize ByAllAccounts to enable us to provide reporting, financial analysis, and investment management on such outside assets. We do not maintain client credentials. When ByAllAccounts is used, the credentials will be maintained by client, not KG. KG may decline to manage an account with a custodian that is not available on the ByAllAccounts platform.

#### **ITEM 16 - INVESTMENT DISCRETION**

KG offers both discretionary and non-discretionary services in the management of client investment accounts. Discretionary authority authorizes KG to buy, sell, and trade the investments in the client's account without prior consultation. KG discretionary management will be consistent with the client's goals, tolerance for risk, and investor profile, as updated by the client. When KG manages a non-discretionary account, it will first obtain consent from client to determine securities or amounts to be bought or sold. Client may provide KG a limited power of attorney to implement and service investment accounts.

#### **ITEM 17 - VOTING CLIENT SECURITIES**

KG does not vote client proxies. Clients may contact KG for questions on proxies. However, the ultimate decision to vote and how to vote remains with the client.

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## **ITEM 18 - FINANCIAL INFORMATION**

Registered investment advisers are required to provide you with certain financial information or disclosures about the firm's financial condition. KG has no financial commitment that impairs its ability to meet contractual and fiduciary commitments to clients and has not been the subject of a bankruptcy proceeding.



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## PRIVACY POLICY

At KG Advisors, Inc. we respect client's personal financial privacy. We realize that clients have entrusted us with private personal financial information, and it is important to us that you know our policy concerning what we do with that information. These policies apply to our current and former customers.

We collect personal financial information about you from the following sources:

- Information you provide us in investment advisory agreements, brokerage account applications, and other documents you complete in connection with the opening and maintenance of your accounts with us; and
- Information you provide us orally; and
- Information we receive from third parties, such as brokerage firms, about your transactions with us or with others.

This personal information includes such things as your name, Social Security number, address and telephone numbers, net worth, annual income and account numbers.

We do not disclose any nonpublic personal financial information about you to any nonaffiliated third parties, except in the following circumstances:

- When required to execute transactions for your account or otherwise to provide services you have requested; or
- When you have specifically authorized us to do so in writing; or
- When permitted or required by law.

Within our firm, we restrict access to your personal financial information to the employees who need to know that information to provide services to you. To ensure security and confidentiality, we maintain physical, electronic, and procedural safeguards to protect your privacy including off-site backups of our computer information in a secure environment; anti-virus protection software; and password protected access to customer information.

These policies apply to both current and previous customers of KG in its role as a registered investment advisory firm. Information about our customers may be shared with its regulators & the CFP Board of Standards.

For additional information, please feel free to contact Eric Kendrick, CFP; Compliance Supervisor at [ek@kgadvisors.com](mailto:ek@kgadvisors.com) / (800) 542-4916.





KG Advisors, Inc.  
FORM ADV 2B (Brochure Supplement) for  
ERIC W. KENDRICK

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(512) 346-8000

March 31, 2021

This brochure supplement provides information about Eric W. Kendrick that supplements the KG Advisors, Inc.'s brochure. You should have received a copy of that brochure. Please contact Eric W. Kendrick if you did not receive KG Advisors, Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about Eric W. Kendrick is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## **ITEM 2 - EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE**

Eric W. Kendrick (born 1970), Certified Financial Planner™ (CFP®) designee since 1996  
He holds a B.A. degree in Finance from the University of Texas at Austin 1993.

<b>Employer Name</b>		<b>Employment Dates</b>
KG Advisors, Inc.	CRD #109201	12/2012 - Present
KG Advisors II, LP	CRD #119595	02/2002 - Present
KG Advisors, LP	CRD #118271	11/2001 - Present
Kendrick Group, Inc.	CRD #114602	01/1999 - Present

### **Professional Designation Requirements and Descriptions:**

Certified Financial Planner™ (CFP®): Successful completion of CFP-board registered program and successful passing of 2-day closed book exam.

Prerequisites: Bachelor degree and minimum 3 years full-time relevant personal financial planning experience.

Continuing Education: 30 hours every 2 years.

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 80,000 individuals have obtained CFP® certification in the United States.

### **ITEM 3 - DISCIPLINARY INFORMATION**

Eric W. Kendrick has no disciplinary history to report.

### **ITEM 4 - OTHER BUSINESS ACTIVITIES**

KG Advisors, Inc. is affiliated with three other investment advisers: KG Advisors, LP, KG Advisors II, LP, and Kendrick Group, Inc. Eric W. Kendrick has share of ownership in each of these firms and attempts to divide his time among them, appropriately.

### **ITEM 5 - ADDITIONAL COMPENSATION**

Mr. Kendrick does not receive any economic benefit from a non-advisory client for the provision of advisory services.

### **ITEM 6 - SUPERVISION**

As the president and chief compliance officer, Mr. Kendrick supervises all activities of the firm. He may be contacted by calling 800.542.4916.



KG Advisors, Inc.  
FORM ADV 2B (Brochure Supplement) for  
SUSAN ANN BLAIR

6500 River Place Blvd.  
Building 7, Suite 250  
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(512) 346-8000

March 31, 2021

This brochure supplement provides information about Susan A. Blair that supplements the KG Advisors, Inc.'s brochure. You should have received a copy of that brochure. Please contact Eric W. Kendrick if you did not receive KG Advisors, Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about Susan A. Blair is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

**ITEM 2 - EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE**

Susan "Suzie" Ann Blair (born 1973), Certified Public Accountant (CPA) since 2002  
She holds a B.S. degree in Accounting from Indiana University.

<b>Employer Name</b>		<b>Employment Dates</b>
KG Advisors, Inc.	CRD #109201	12/2012 - Present
KG Advisors II, LP	CRD #119595	04/2004 - Present
KG Advisors, LP	CRD #118271	04/2004 - Present
Kendrick Group, Inc.	CRD #114602	04/2004 - Present
Self-Employed (Independent CPA)		04/2004 - Present

**Professional Designation Requirements and Descriptions:**

Certified Public Accountant (CPA): Successful completion of 24 semester units in accounting-related subjects, 24 semester units in business-related subjects or accounting courses beyond the

initial 24 units, successful passing of ethics course and passing score on the Uniform CPA Exam, 2 years general accounting experience supervised by a CPA with an active license.

Prerequisites: Bachelor degree.

Continuing Education: 40 hours after the first year and 80 hours every two years thereafter.

Additionally, all American Institute of Certified Public Accountants (AICPA) members are required to follow a rigorous *Code of Professional Conduct* which requires that they act with integrity, objectivity, due care, competence, fully disclose any conflicts of interest (and obtain client consent if a conflict exists), maintain client confidentiality, disclose to the client any commission or referral fees, and serve the public interest when providing financial services.

### **ITEM 3 - DISCIPLINARY INFORMATION**

Mrs. Blair has no disciplinary history to report.

### **ITEM 4 - OTHER BUSINESS ACTIVITIES**

Mrs. Blair is self-employed and performs accounting work on an independent contractor basis.

### **ITEM 5 - ADDITIONAL COMPENSATION**

Mrs. Blair does not receive any economic benefit from a non-advisory client for the provision of advisory services.

### **ITEM 6 - SUPERVISION**

The president and chief compliance officer, Mr. Kendrick supervises Mrs. Blair's activities on behalf of the firm. He may be contacted by calling 800.542.4916.



KG Advisors, Inc.  
FORM ADV 2B (Brochure Supplement) for  
DONNA L. MONDA

924 Capitol Way S  
Suite 212  
Olympia, WA 98501  
(360) 754-2663

March 31, 2021

This brochure supplement provides information about Donna L. Monda that supplements the KG Advisors, Inc.'s brochure. You should have received a copy of that brochure. Please contact Eric W. Kendrick if you did not receive KG Advisors, Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about Donna L. Monda is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

**ITEM 2 - EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE**

Donna L. Monda (born 1964), Certified Financial Planner™ (CFP®) designee since 2019  
She holds a B.A. degree in Recreation and Business Management from Washington State University 1989.

**Employer Name**

KG Advisors, Inc.

CRD #109201

**Employment Dates**

03/1992 - Present

**Professional Designation Requirements and Descriptions:**

Certified Financial Planner™ (CFP®): Successful completion of CFP-board registered program and successful passing of 2-day closed book exam.

Prerequisites: Bachelor degree and minimum 3 years full-time relevant personal financial planning experience.

Continuing Education: 30 hours every 2 years.

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number

of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 80,000 individuals have obtained CFP® certification in the United States.

**ITEM 3 - DISCIPLINARY INFORMATION**

Mrs. Monda has no disciplinary history to report.

**ITEM 4 - OTHER BUSINESS ACTIVITIES**

Mrs. Monda has no additional business activities.

**ITEM 5 - ADDITIONAL COMPENSATION**

Mrs. Monda does not receive any economic benefit from a non-advisory client for the provision of advisory services.

**ITEM 6 - SUPERVISION**

The president and chief compliance officer, Mr. Kendrick supervises Mrs. Monda's activities on behalf of the firm. He may be contacted by calling 800.542.4916.